



P&G Startup Innovation Brief Call for Startup Submissions

Procter & Gamble is looking for new approaches and technologies that can help them address key business challenges/opportunities. The following innovation brief(s) will provide a high-level overview of specific business goals and needs, as well as a high-level overview of what they are looking for in a solution.

If you would like to submit a solution, please go to the P&G Innovation Brief Response Form – <https://bit.ly/2X3TBHw> and complete the form with the requested information.

Submission Detail:

Brief Submission Period:	May 15 th – June 12 th , 2020
Brand or Department:	P&G Signal Accelerator, Corporate Innovation
Opportunity for Innovation Partner(s):	Pilot Funding & Access to P&G sustainability team

Process Overview:

- Complete the P&G Innovation Brief Response Form – <https://bit.ly/2X3TBHw>
- All responses will be reviewed, and you will be notified as to whether the response has been accepted for further consideration.
- If accepted, you will be contacted by a Pilot44 Research Analyst to schedule a meeting to present additional detail on your company and solution as well as, where applicable, to provide a demonstration of your product.
- If contacted for next steps, additional detail on the client needs will be provided during at that time, as well as additional information on the review, selection and reward process.
- You can send any specific questions to submissions@pilot44.com

P&G Signal Innovation Brief Overview

Brief Name: Future Proofed Retail Innovation in Urban

Business Background:

Winning in urban is critical for P&G. Nearly 50% of US consumers live in cities and this is growing quickly at 28%. Urban also over indexes with key consumer groups including multicultural and millennial consumers. P&G intends to win with these consumers whenever, wherever, and however he or she shops and future proofing by securing a first mover advantage.

The urban retail environment is incredibly diverse and comprised of many different offerings. This includes both traditional commerce channels (Drug, Club, and Food) and non-traditional (high frequency stores, independent grocery, Cash & Carry). Traditional retailers present in cities often have smaller formats and unique pain points. Urban consumers also over index on eCommerce and convenient solutions like delivery. They are time starved and are re-defining convenience and reshaping retail in line with the preferences for how they shop including: omni-channel shopping, new services and solutions, and anywhere commerce (meet me where I am). Consumers will expect a future forward experience that is effortless, relevant, meaningful, and engaging. It will be critical and most important for retailers to deliver on a frictionless, seamless shopping experience with a relevant assortment. P&G is focused on identifying urban focused retailer solutions and learning on the feasibility and scalability of them through lean, agile experiments. This effort is designed to help both P&G brands and their retailers better meet the needs of the urban consumer both today and into the future.

Business Challenge / Needs Definition:

P&G is looking to partner with companies and emerging disruptors to address key shopper and retailer pain points in urban to deliver a breakthrough experience which disproportionately drives P&G brands. These pain points include:

- **Make Shopping Easier:** Improve the in-store/online shopping experience: shelves are picked over or items are out of stock, lines are long, it is difficult to find items, items are locked up.
- **Have the Right Assortment:** Showcase and offer an assortment that is relevant for me and meets my needs as an urban consumer.
- **Do it For Me:** Free me from all or part of the multi-step process of urban shopping: getting to the store, picking groceries, lugging groceries home, & putting them away.
- **Meet Me Where I Am:** Meet me along my fragmented day and long commutes without requiring extra stops or trips between me and my home. (On route, at office, at gym, at home, etc.)

Solutions can address one or all of these pain points. Solutions should address the rapidly changing retail environment, specifically in urban. P&G is seeking partners that can activate through lean experiments. We intend to experiment with next generation solutions that can future proof P&G's business and be activated in the short-term but will be critical to winning in the future of retail. Solutions that are uniquely relevant to the urban shopping experience, saleable cross-retailers, and enable P&G to secure a 1st mover advantage will be prioritized. Solutions can cover any part of the consumer, store or product journey including how the product gets to the store, how product is presented in store, and how the product gets to a consumer's home. We are seeking out both in-store and online solutions. The in-store solutions should be agile and flexible. Spaces available could include shelf space, endcap, and stand-alone spaces. This brief is focused on identifying solutions that can be piloted in USA cities.

Relevant Domains May Include, But Are Not Limited To:

- Alternative fulfillments (e.g. delivery, last mile, micro-fulfillment)
- Automated solutions (e.g. picking, delivery)
- Alternative retail formats and models (e.g. pop-ups, in-transit)
- In-store digital solutions (e.g. cashierless checkout, immersive yet contactless)
- Lean, agile, innovative in-store physical tools (display, endcap, etc.)
- Shopper and retailer safety solutions

The Ask: P&G is looking for services and solutions that help solve the day to day pain points of the urban shopper and retailer and can disproportionately advantage P&G brands. If you have ideas and supporting technologies, that you believe can help deliver disruptive services & solutions to this challenge, we want to hear from you. Where there is a good fit, we are looking to drive agile in-market pilots with the goal of scaling successful services & solutions. All ideas and submissions will be fully reviewed.